AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1.   (Previously Presented) An inventory management system, comprising:

a performance measurement system for measuring performance of a medium in which units of inventory are used, wherein said units are advertisement opportunities.

a revenue maximization system which determines a price for said units based on predetermined pricing considerations;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of units are grouped together to meet a buyer's criteria wherein said buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units; and

a scenario planner to display the various scenarios generated by the central information storage system.

2.   (Original) The inventory management system according to Claim 1, wherein said performance measurement system receives information related to an extent of an audience to which said units are exposed.

3.   (Previously Presented) The inventory management system according to Claim 1, wherein said predetermined pricing considerations includes at least three

considerations selected from the group consisting of total number of unsold units,

category of buyer attempting to purchase said units, the buyer's history in purchasing

similar units, and budget of a seller of the units.

4. (Previously Presented) The inventory management system according

to claim 1, wherein said buyer's criteria further includes the desired budget for

purchase of the units and performance measurements.

5. (Original) The inventory management system according to Claim 3

wherein the revenue maximization system manages yield by using the functions of

sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

6. (Original) The inventory management system according to Claim 1

wherein the revenue maximization system changes the number of units available.

7. (Original) The inventory management system according to claim 1,

further comprising the revenue maximization system utilizes economic factors which

influence demand and various measurement noises are filtered out of these

economic factors.

8. (Currently Amended) A process for inventory management comprising

the steps of:

a seller and a buyer identify an opportunity for purchasing units, wherein said

units are advertisement opportunities;

obtaining the history of the buyer with respect to purchases of like units, if

any;

receiving from the buyer criteria about the buyer's purchase requirements;

obtaining available inventory information;

obtaining prices for said units from a revenue maximization system <u>based on</u>

<u>at least said history and available inventory</u>; and

generating at least two scenarios comprising a plurality of units based on said

criteria obtained from said buyer, wherein the buyer's criteria includes a number of

people and frequency people will be exposed to the advertisement units, and

wherein said at least two scenarios meet the buyers criteria and reflects said

available inventory and said prices.

9.   (Previously Presented) The process according to Claim 8, wherein

said buyer's purchase requirements further includes at least one requirement of the

selected from the group consisting of marketplace, population, performance

measurements, price, demographics, psycho graphics, number of available units and

day parts.

10.   (Original) The process according to Claim 8, wherein said revenue

maximization includes inventory scaling, available inventory of units to sell,

budgetary goal information, and purchaser payment history.

11.   (Previously Presented) A method of providing various scenarios to a

purchaser of units of opportunities to advertise, comprising:

permitting a buyer to select various markets by geographic demarcation;

selecting various markets within said geographic demarcation;

set appropriate filters to filter out media within the selected markets using criteria selected from a group consisting of demographics, psycho graphics and media type;

inputting buyer criteria according to at least two of following criteria: the number of persons expected to be exposed to said units, the frequency of those persons seeing said units, budget for purchase of the units, demographics, psycho graphics, gross number of times people will be exposed to said units; and

compiling a scenario composed of a variety of said units based on buyer criteria.

12. (Previously Presented) An advertisement inventory management system, comprising:

a performance measurement system for measuring performance of a medium selected from a group consisting of radio, television, and print, in which units of advertisements are used;

a revenue maximization system which determines a price for said advertising units based on predetermined pricing considerations;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of advertisements units are grouped together to meet a buyer's criteria wherein the buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units; and

a scenario planner to display the various scenarios generated by the central

information storage system to a prospective buyer of advertising units.

13.   (Previously Presented) The advertisement inventory management

system according to Claim 12, wherein said performance measurement system

receives information related to an extent of an audience to which said advertisement

units are exposed.

14.   (Previously Presented) The advertisement inventory management

system according to Claim 12, wherein said predetermined pricing considerations

includes at least three considerations selected from the group consisting of total

number of unsold advertisement units, category of buyer attempting to purchase said

advertisement units, the buyer's history in purchasing similar advertisement units,

and budget of a seller of the advertisement units.

15.   (Previously Presented) The advertisement inventory management

system according to claim 12, wherein said buyer's criteria includes the desired

budget for purchase of the units, performance measurements from the performance

measurement system, number of people and frequency people will be exposed to

said advertisement units.

16.   (Previously Presented) The advertisement inventory management

system according to Claim 14 wherein the revenue maximization system manages

yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

17.   (Previously Presented) The advertisement inventory management system according to Claim 12 wherein the revenue maximization system changes the number of advertisement units available.

18.   (Previously Presented) The advertisement inventory management system according to claim 12, further comprising the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors.

19.   (Previously Presented) A process for advertisement inventory management comprising the steps of:

a seller and a buyer identify an opportunity for purchasing advertisement units;

obtaining the history of the buyer with respect to purchases of like advertisement units, if any;

receiving from the buyer information about the buyer's purchase requirements

obtaining available advertisement inventory information;

obtaining prices for said advertisement units from a revenue maximization system; and

generating at least one scenario comprising a plurality of advertisement units based on said criteria obtained from said buyer, wherein the buyer's criteria includes

a number of people and frequency people will be exposed to the advertisement units, and wherein said at least one scenario meets the buyers demands and reflects said available inventory and said prices.

20. (Previously Presented) The process according to Claim 19, wherein said buyer's purchase requirements includes at least one requirement of the selected from the group consisting of marketplace, population, number and frequency of people exposed to said advertisement units, performance measurements, price, demographics, psycho graphics, number of available units and day parts.

21. (Previously Presented) The process according to Claim 19, wherein said revenue maximization includes advertisement inventory scaling, available inventory of advertisement units to sell, budgetary goal information, and purchaser payment history.